Rep Order# 6836763 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 07/26/2012 2:22 PM
EC'd Yes **Last Received:** 07/26/2012 1:26 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser ( ) .RNC IE
Product REP. NAT'L COMM. IE
Estimate# 2919
Buyer Tracey Robinson
Phone#
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/2919
Flight Dates 07/27/2012 - 08/10/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 63,650
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	WAVY NEWS-5A	:30	$500.00	07/27-07/27	1	1	1	$500.00	
Rating: 3.0												
	2	F	6A-7A	WAVY NEWS-6A	:30	$1,500.00	08/03-08/03	1	1	1	$1,500.00	
Rating: 5.9												
	3	F	430A-459A	WAVY NEWS-430A	:30	$100.00	07/27-07/27	1	1	1	$100.00	
Rating: 1.5												
	4	SA	6A-7A	WAVY NWS SAT6A	:30	$400.00	07/28-08/04	2	2	4	$1,600.00	
Rating: 3.8												
	5	SU	6A-7A	WAVY NWS SUN6A	:30	$400.00	08/05-08/05	1	1	1	$400.00	
Rating: 3.3												
	6	F	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/27-07/27	1	1	1	$150.00	
Rating: 1.4												
	7	F	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/27-07/27	1	1	1	$200.00	
Rating: 2.2												
	8	F	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/27-07/27	1	1	1	$300.00	
Rating: 2.4												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	SA	5A-6P	OLYMPICS WKND 7/28	:30	$800.00	07/28-07/28	5	1	5	$4,000.00	
Rating: 5.8												
	10	F	4P-5P	ANDERSON	:30	$275.00	07/27-07/27	1	1	1	$275.00	
Rating: 1.8												
	11	F	530P-6P	WAVY10NWS-5.30	:30	$1,000.00	08/03-08/03	1	1	1	$1,000.00	
Rating: 4.7												
	12	F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/27-07/27	1	1	1	$1,200.00	
Rating: 5.9												
	13	SA	6P-630P	WAVY NW10 SAT	:30	$500.00	07/28-08/04	1	2	2	$1,000.00	
Rating: 3.7												
	14	SU	6P-7P	WAVY NW10 SUN1	:30	$500.00	07/29-08/05	2	2	4	$2,000.00	
Rating: 3.8												
	15	F	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/27-07/27	1	1	1	$1,000.00	
Rating: 4.2												
	16	F	8P-12A	OLYMPIC PT	:30	$5,000.00	07/27-07/27	1	1	1	$5,000.00	
Rating: 11.4												
	17	F	8P-12A	OLYMPIC PT	:30	$5,000.00	08/10-08/10	1	1	1	$5,000.00	
Rating: 10.8												
	18	SA	9A-6P	OLYMPICS WKND 8/4	:30	$800.00	08/04-08/04	5	1	5	$4,000.00	
Rating: 5.8												
	19	SU	6A-6P	OLYMPICS WKND 8/5	:30	$800.00	08/05-08/05	5	1	5	$4,000.00	
Rating: 5.5												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	SU	7A-6P	OLYMPICS WKND 7/29	:30	$800.00	07/29-07/29	5	1	5	$4,000.00	
Rating: 5.5												
	21	SA	12A-1235A	OLYMPICS LN 8/4	:30	$1,500.00	08/04-08/04	1	1	1	$1,500.00	
Rating: 7.0												
	22	M-TH	5A-6A	WAVY NEWS-5A	:30	$500.00	07/30-08/02	1	1	1	$500.00	
Rating: 3.0												
	23	F	5A-6A	WAVY NEWS-5A	:30	$500.00	08/03-08/03	1	1	1	$500.00	
Rating: 3.0												
	24	M-TH	5A-6A	WAVY NEWS-5A	:30	$500.00	08/06-08/09	1	1	1	$500.00	
Rating: 3.0												
	25	F	5A-6A	WAVY NEWS-5A	:30	$500.00	08/10-08/10	1	1	1	$500.00	
Rating: 3.0												
	26	M-TH	430A-459A	WAVY NEWS-430A	:30	$100.00	07/30-08/02	3	1	3	$300.00	
Rating: 1.5												
	27	F	430A-459A	WAVY NEWS-430A	:30	$100.00	08/03-08/03	1	1	1	$100.00	
Rating: 1.5												
	28	M-TH	430A-459A	WAVY NEWS-430A	:30	$100.00	08/06-08/09	3	1	3	$300.00	
Rating: 1.5												
	29	F	430A-459A	WAVY NEWS-430A	:30	$100.00	08/10-08/10	1	1	1	$100.00	
Rating: 1.5												
	30	M-TH	11A-12P	HAMPTN RDS SHW	:30	$150.00	07/30-08/02	1	1	1	$150.00	
Rating: 1.4												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	31	M-TH	12P-1P	WAVY NEWS10-NN	:30	$200.00	07/30-08/02	1	1	1	$200.00	
Rating: 2.2												
	32	M-TH	1P-2P	DAYS-OUR LIVES	:30	$300.00	07/30-08/02	1	1	1	$300.00	
Rating: 2.4												
	33	M-TH	4P-5P	ANDERSON	:30	$275.00	07/30-08/02	1	1	1	$275.00	
Rating: 1.8												
	34	M-TH	6P-630P	WAVY NEWS10-6	:30	$1,200.00	07/30-08/02	2	1	2	$2,400.00	
Rating: 5.9												
	35	F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/03-08/03	1	1	1	$1,200.00	
Rating: 5.9												
	36	M-TH	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/06-08/09	2	1	2	$2,400.00	
Rating: 5.9												
	37	F	6P-630P	WAVY NEWS10-6	:30	$1,200.00	08/10-08/10	1	1	1	$1,200.00	
Rating: 5.9												
	38	M-TH	7P-730P	ENT TONIGHT 30	:30	$1,000.00	07/30-08/02	1	1	1	$1,000.00	
Rating: 4.2												
	39	F	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/03-08/03	1	1	1	$1,000.00	
Rating: 4.2												
	40	M-TH	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/06-08/09	1	1	1	$1,000.00	
Rating: 4.2												
	41	F	7P-730P	ENT TONIGHT 30	:30	$1,000.00	08/10-08/10	1	1	1	$1,000.00	
Rating: 4.2												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	42	M-TH	8P-12A	OLYMPIC PT	:30	$5,000.00	07/30-08/02	1	1	1	$5,000.00	
Rating: 11.4												
	43	F	8P-12A	OLYMPIC PT	:30	$5,000.00	08/03-08/03	1	1	1	$5,000.00	
Rating: 11.4												

---REPORT TOTALS---

Report Totals: 72 / $63,650.00

---SALES MONTHLY TOTALS---

Jul 12: 24 / $19,025.00 Aug 12: 48 / $44,625.00

Sales Totals: 72 / $63,650.00
Station Totals: 72 / $63,650.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$117,870	CATV	0%	WAVY	54%	WGNT	1%	WPXV	0%	WTKR	19%
		WTVZ	5%	WVBT	2%	WVEC	19%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE